NEW BRANDS SUMMARY

CURRENTLY AVAILABLE DATA THROUGH WEEK ENDING 10/04/91

PM

NATIONAL/REGIONAL	VOLUME (MM)	RETAIL SHARE		SHIPMENT SHARE WEEK	4 WK	CUME
Marlboro Medium	280.15	1.7	*	1.94	1.42	2.13
Bristol	246.39	1.3	*	1.70	1.50	1.46
Bucks	56.41	0.5	*	0.39	0.27	0.50
Cambridge Lowest	10.31	0.2	*	0.07	0.08	0.22
Bristol Lowest (Reg 2)	0.49	0.1	*	0.02	0.02	0.14
Commander (Reg 1,3,4,5)	5.70	0.1	*	0.05	0.04	0.09
TEST MARKET						
B&H De-Nic – Arizona	0.19			0.16	0.16	0.50
Marlboro Ultra Lights						
Indianapolis (B/W)	1.26			0.78	1.03	1.15
Portland (R/C)	0.91			0.49	0.62	0.66
Nashville (R/W)	0.80			0.71	0.78	1.22
Bucks						
Arizona	0.29			0.17	0.14	0.62
Birmingham	1.00			0.70	0.41	0.61

COMPETITIVE

NATIONAL/REGIONAL	SHARE RETAIL		MONTHLY SHIPMENT
Camel Ultra Lights	0.4	*	0.2
Misty	0.6	*	0.6
Sterling (SG)	0.3	*	0.5
Bull Durham	0.2	*	0.2
Capri 120's	0.2	*	0.2
Magna (SG)	0.6	*	0.6
Camel 99	0.2	*	0.8
Winston Ultra Box	0.2	*	0.1
TEST MARKET			
Horizon			
Atlanta	0.5	#	0.1
St. Louis	0.5	#	0.1
Dallas	0.7	#	0.2
Dakota			
Houston (85's & 100's)	0.2	**	LT 0.1
Nashville (85's & 100's)	0.2	#	LT 0.1
Arizona (Slide Box 85's)	0.5	#	0.2
Style			
Hartford (FM)	LT 0.1	***	LT 0.1
New Orleans (PV)	0.6	#	0.1
Newport Half Pack			
Mississippi/Louisiana	0.4	*	0.2
Belair (SG)			
Maine	0.9	#	0.3
Newport Lts			
Michigan			1.2

\# Retail Audit
* New Nielsen
** Convenience Scanning
**** Scanning Supermarkets
*** ICC

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Source: https://www.industrydocuments.ucsf.edu/docs/nhgj0004